



ATLANTA CHAPTER
Les Dames d'Escoffier International

NOV 5 2017
SUNDAY
1 - 4pm



CELEBRATE
and SAVOR
the DATE

17th Annual
Afternoon in the Country

Partnership Opportunities

Award-Winning Food & Beverage Tasting Event

*Foxhall Resort: Lush lawns on the river just
35 minutes Southwest of Downtown Atlanta*

2,000+ Attendees

*120+ of the Regions' Top
Chefs, Wineries, Breweries and Distilleries*

*125 Distinguished Members of Atlanta
Les Dames d'Escoffier International - Leading women
in the Culinary, Beverage and Hospitality Arts*

*Over 12 Million
Online and Traditional Media Impressions*

*Net Proceeds Benefit
Women's Education, Organic and Sustainable Farming
and Organizations Who Feed the Hungry*



About Afternoon in the Country



Afternoon in the Country is the annual fundraiser by Atlanta Les Dames d'Escoffier International, a prestigious organization of leading women in the culinary, beverage and hospitality arts.



This highly anticipated event has grown from 200 attendees at the first annual event in 2000 to over 2,000 expected in 2017.

The event draws an upscale food and wine connoisseur with ties to the Metro area's social, culinary and event elite.



Afternoon in the Country attracts sponsors wishing to garner the attention of a discerning demographic who support Atlanta LDEI and their beneficiaries.

For more information and see our 2016 event video, visit LDEIAtlanta.org.

**Allie Award Winner –
“Best Public Fair or
Festival”**

**Voted one of Atlanta's
Top Food & Wine Events
by Atlanta Journal
Readers**

**Beautiful and spacious
venue Foxhall Resort &
Sporting Club**

**Tasting participants made
up of top Restaurateurs,
Chefs, Caterers, Retailers,
Wineries, Distilleries,
Distributors and Farms**

**2,000 Guests made up of
the region's discerning
food, wine and event
crowd focused on
supporting Atlanta LDEI
and its beneficiaries**

**Expansive silent auction,
famous cake raffle and
live music**



Afternoon in the Country Attendees



Our attendees are:

Well-traveled
68% travel at least 4x per year for pleasure

High-earners
70% earn an annual salary of 100K+, 40% earn an annual salary of 200k+

Educated
90% have a bachelor's degree, 31% have a master's degree or above

Discerning Palates
Age range of 45-54 with interests in going out to eat, socializing with family and friends, cooking at home and appreciation of wine, beer and spirits

Sophisticated Event-Goers
76% have attending two or more Afternoon in the Country events. A remarkable 33% have attended five or more.

Data retrieved from 2016 event attendee survey conducted in March 2017.



About Les Dames d'Escoffier International



Les Dames d'Escoffier International is a worldwide philanthropic society of professional women leaders in the fields of food, fine beverage and hospitality. The invitation-only membership, composed of 37 individual chapters across the United States, Canada the United Kingdom and Mexico, is highly diversified and reflects the multifaceted fields of contemporary gastronomy and hospitality.

Those who are invited to join by individual chapters are professional women in leadership positions in food, wine, other fine beverage, hospitality, nutrition or other fields that relate to these disciplines. Members are dedicated to furthering the role of women in the professions of food, wine and hospitality. Chef Julia Child was a member of the organization and received one of its first “Grand Dame” awards.

Nationally, Les Dames Chapters conduct fundraising projects and award scholarships to women in culinary, beverage and hospitality industries. To date, the 37 Chapters around the world have collectively awarded more than \$4 million in culinary scholarships.

The Atlanta Chapter is renowned throughout the organization for Afternoon in the Country and its 125 members are comprised of: Restaurateurs / Chefs / Caterers / PR Executives / Event Planners / Fundraisers / Culinary Teachers / Nutritionists / Wine Industry Executives / Hotel Executives / Retailers / Farmers

Prominent Atlanta Dames include: Virginia Willis – 2016 James Beard Award Winner, Cookbook Author, Educator, TV Host; Carolyn O'Neil – CNN Food Correspondent; Mary Moore – Founder and Owner, Cook's Warehouse; Karen Bremer – Executive Director, Georgia Restaurant Association; Shirley Corriher – James Beard Award winner and 2014 IACP Lifetime Achievement Award winner; Cynthia Stevens Graubart – 2013 James Beard Award winner; Holly Wulfing Chute – Executive Chef, Georgia Grown Program/Georgia Dept of Agriculture; Gina Christman – Publisher, Atlanta Homes & Lifestyles; Holly Beach Rosslow – Ste. Michelle Wine Estates; Sandra Bank – Owner, Added Touch Catering; Melissa Bunnan – Owner, Piece of Cake; Dale De Sena – Founder, Taste of Atlanta; Marie Nygren – Owner, The Farmhouse at Serenbe; Hilary White – Owner, The Hil; Shelley Sweet – Owner, The General Muir; Rebecca Lang – Cookbook, Educator, TV Host.

Afternoon in the Country Beneficiaries



"Your career is what you get paid for, your calling is what you're made for. Ever since I was a little girl, I can remember sitting in the kitchen with my mother at the holidays while she made her specialty, lasagna. Food has always been a big part of my life and my culture. I am one child of three of a single mother, and I watched her struggle and work hard to get food on the table and clothes on our back. We never went a day without a meal on the table but I know that she wondered where the next one would come from. I see how hard she worked and it motivated me to be the best I can be. Financial aid will help me pursue my dreams and take the burden and stress off my mother... Investing in me is worth it and I will not let you down." Eboni Hughes, **Scholarship Recipient**

With your help, we are able to:

- Provide dozens of scholarships for young women pursuing their culinary dreams
- Provide thousands of dollars for grants for farm and food provisioners
- Engage our 125 members in mentorship opportunities to get more women engaged in food, beverage and hospitality professions



the giving kitchen



"Our partnership with Les Dames is like rich, beautiful compost. Georgia Organics wouldn't have been able to grow without them. Proceeds from Afternoon in the Country and member involvement have absolutely allowed Georgia Organics to increase the number of organic farms, kids participating in farm to school programs and Georgians eating local food." Alice Rolls, Executive Director, **Georgia Organics**



Your participation is a true win-win, marketing your brand to our attendees and participants, with highly coveted demographics, while helping us give back even more.

Partnership Opportunities



Connect your brand to our group of consumers, influencers and professional leaders in food, beverage and hospitality. We strive to ensure our partnerships are successful for both our partners and event audiences. In fact, some current partners have been supporting for more than 10 years. The following offerings are drafted to begin our conversation with you to ensure we can help support your top marketing priorities with our event.

Les Dames d'Escoffier International; Leading the way to excellence in food, beverage and hospitality. The Atlanta Chapter Les Dames d'Escoffier is a 501 (c)(3) non-profit and donations are tax deductible.

Afternoon in the Country offers the perfect audience for your products and services



Partnership Opportunities

PRESENTING – \$35,000

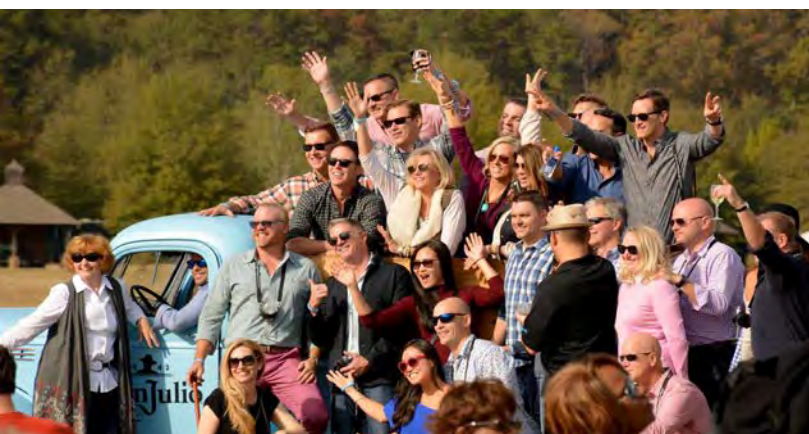
- Up to 20' x 20' space for onsite activation by sponsor with prime event location
- Sponsor name on all directional signage en route to event (approximately 10 highly visible signs)
- Stage naming rights
- Additional choice of two auxiliary sponsorship activations to be executed by Les Dames d'Escoffier International as available based on availability: technology/phone charging station, photo booth, parking lot, lounge, wine lanyard, exit gifting opportunity.
- Back cover, full-page color ad in the Official Event Program
- Dedicated email to past and present attendee list sent by LDEI Atlanta on your behalf (5,000+ contacts, content to be mutually agreed upon)
- Company logo on collateral which may include: invitations, mailer cards, event signs, ticketing site, print and broadcast event advertising – over 17 million total media impressions expected TBD on AJC ad
- Logo and image on the Atlanta Chapter's website, with links (LDEIAtlanta.org)
- Onsite banners and/or posters at the event (mutually agreed upon locations)
- Customized sponsorship promotional opportunities prior to and during the event.
- Sponsor recognition at all Atlanta Chapter's programs and events for one full year
- 32 VIP early entry event tickets (\$4,000 value)
- First right of refusal for 2018 and beyond

DIAMOND – \$ 25,000

- Up to 15' x 15' space for onsite activation by sponsor with prime event location
- Full-page color ad in the Official Event Program
- Company logo on collateral which may include: invitations, mailer cards, event signs, ticketing site, print and broadcast event advertising – over 17 million total media impressions expected.
- Logo and image on the Atlanta Chapter's website, with links (LDEIAtlanta.org)
- Onsite banners and/or posters at the event (mutually agreed upon locations)
- Customized sponsorship promotional opportunities prior to and during the event.
- Corporate sponsor recognition at all Atlanta Chapter's programs and events for one full year
- 24 VIP early entry event tickets (\$3,000 value)

PLATINUM – \$ 15,000

- Up to 10' x 10' space for onsite activation by sponsor with prime event location.
- Half-page color ad in the Official Event Program
- Company logo on collateral which may include: invitations, mailer cards, event signs, ticketing site, print and broadcast event advertising – over 17 million total media impressions expected.
- Logo and image on the Atlanta Chapter's Web site, with links (LDEIAtlanta.org)
- Onsite banners and/or posters at the event (mutually agreed upon locations)
- Customized sponsorship promotional opportunities prior to and during the event.
- Corporate sponsor recognition at all Atlanta Chapter's programs and events for one full year
- 16 VIP early entry event tickets (\$2,000 value)



Partnership Opportunities

GOLD – \$10,000

- 6ft. table space for onsite activation by sponsor with prime event location.
- Half-page ad in the Official Event Program
- Company logo on collateral which may include: invitations, mailer cards, event signs, ticketing site, print and broadcast event advertising – over 17 million total media impressions expected.
- Logo and image on the Atlanta Chapter's Web site, with links (LDEIAtlanta.org)
- Onsite banners and/or posters at the event (mutually agreed upon locations)
- Customized sponsorship promotional opportunities prior to and during the event
- Corporate sponsor recognition at all Atlanta Chapter's programs and events for one full year
- 10 VIP early entry event tickets (\$1,250 value)

SILVER – \$ 5,000

- 6ft. table space for onsite activation by sponsor
- Logo inclusion in the Official Event Program
- Company logo on collateral which may include: invitations, mailer cards, event signs, ticketing site, print and broadcast event advertising – over 17 million total media impressions expected.
- Logo and image on the Atlanta Chapter's Web site, with links (LDEIAtlanta.org)
- 6 VIP early entry event tickets (\$750 value)

We look forward to exploring a connection for your brand and Afternoon in the Country.

To discuss your opportunities and priorities, contact Sue Anne Morgan, Event Producer, sueanne@idealand.com or 678.540.2045

Les Dames d'Escoffier International Atlanta Chapter is a non profit 501(c)(3), Tax ID #58-2431425

BRONZE – \$ 2,500

- Company name in Official Event Program
- Company name on collateral which may include: invitations, mailer cards, event signs, ticketing site, print and broadcast event advertising – over 17 million total media impressions expected.
- Logo and image on the Atlanta Chapter's Web site, with links (LDEIAtlanta.org)
- 4 VIP early entry event tickets (\$750 value)

FRIEND – \$ 1,000

- Company listing in Official Event Program
- Company listing on Atlanta Chapter's Web site
- 2 VIP early entry event tickets (\$250 value)

Custom sponsorship packages can be crafted based on your priorities. Below are just a few additional event elements available:

- VIP Foxhall Experience
- Photo booth
- Chef appreciation gifts
- Wine holder lanyards
- Wine glasses
- Charging station
- Attendee wi-fi
- Silent auction
- Cake Raffle
- Virtual gift bags
- Lounge area
- Transportation
- Washroom – including special beverage or food item for those in line and the services of a washroom attendant and mirror branding in our executive washroom trailers.



In-Kind Sponsorships are also available.



Les Dames d'Escoffier International
Atlanta Chapter

*Women leaders in the culinary, fine
beverage and hospitality professions*

2017 BOARD OF DIRECTORS

President

Holly Chute

Executive Chef, Georgia Grown

Vice-President Programs

Laureen Herzig

Chef Owner, Peace Love Food LLC

Vice-President Communications

Cathy Pennington

Regional Marketing Manager
Christie Cookie Company

Vice-President Philanthropy

Nancy Lutz

Director of Private Events
AFFAIRS at the Fox

Secretary

Andrea Case

Product Management, Services
Mercedes Benz USA

Treasurer

Kristy Cook, CMP

Senior Catering Consultant
Affairs to Remember

Immediate Past President

Gayle Skelton, CPCE

Hospitality Consultant, Event Planner

Atlanta Les Dames d'Escoffier International

17th Annual Afternoon in the Country

at Foxhall Resort & Sporting Club on November 5th, 2017

Sponsorship Confirmation/Invoice

Date:	
Sponsor Name:	
Contact Name:	
Address:	
Phone:	
e-mail:	
Sponsorship Amount:	
Sponsorship Level:	
Sponsor will Receive:	

Les Dames d'Escoffier International Chapters

Atlanta • Austin • Boston • British
Columbia, Canada • Charleston, SC •
Chicago • Cleveland • Colorado • Dallas •
Hawaii • Houston • Kansas City • Los
Angeles/Orange County • Minneapolis/St.
Paul • Monterey Bay • New York • Palm
Springs • Philadelphia • Phoenix • San
Antonio • San Diego • San Francisco •
Seattle • South Florida • St. Louis •
Washington, D.C.

Association Headquarters Office:
Louisville, KY

Please e-mail this form to Sue Anne Morgan, AITC Event Producer
sueanne@idealand.com

Please send your check payable to LDEI Atlanta to:

Atlanta Les Dames d'Escoffier International
c/o Kristy Cook
1348 Liberty Parkway NW
Atlanta, Georgia 30318

Thank You So Much for Your Support!

Proceeds benefit Georgia's food provision and farming communities and
the scholarship fund for women in the culinary, beverage and hospitality arts.
Atlanta LDEI is a 501 (c)(3) tax exempt organization.

LDEI Atlanta's Tax ID # is 58-2431425

1348 Liberty Parkway NW
Atlanta, Georgia 30318

www.ldeiatlanta.org